

## AMENDMENTS TO THE CLAIMS

**1. (Currently Amended)** A content reproduction terminal for reproducing content that is video or music of one of a plurality of genres including ~~sport~~, drama, movie, and education, said content reproduction terminal comprising:

a terminal body; and

a secure device removable from said terminal body,

wherein said secure device includes:

a membership information hold unit operable to hold a plurality of sets of membership information which are distributed to a membership user and indicate one or more groups to which the membership user belongs; and

a first storage unit operable to previously store first application programs for reproducing the content in a members-only operation mode, each of the first application programs being an application program customized for a corresponding one of the groups indicated by the plurality of sets of membership information held by said membership information hold unit,

wherein each of the groups includes a membership service provider that issues said secure device, and users who have signed up for membership of the membership service provider,

wherein said terminal body includes:

an operation mode setting unit operable to set an operation mode on the basis of the plurality of sets of membership information held by said membership information hold unit; and

a reproduction unit operable to reproduce the content differently depending on a setting result given by said operation mode setting unit,

wherein said reproduction unit includes:

a second storage unit operable to previously store a second application program for reproducing the content in a non-member operation mode, the second application program being different from the first application programs;

a selection unit operable to select one of the first application programs and the second application program which are stored in said first storage unit and said second storage unit, respectively, in accordance with the setting result; and

an execution unit operable to execute the application program selected by said selection unit to reproduce the content,

wherein said selection unit is operable to

select a first application program corresponding to a group to which the membership service provider belongs, from among the first application programs stored in said first storage unit, when said operation mode setting unit sets the members-only operation mode, the membership service provider providing the content reproduced by said reproduction unit, and

select the second application program stored in said second storage unit, when said operation mode setting unit sets the non-member operation mode, and

wherein the first application programs and the second application program have a common function of reproducing the content, and are different from each other in that the first application programs are customized so as to cause said execution unit to execute a different decorative display for each of the groups to which the membership user belongs when the content is reproduced.

## **2. (Canceled)**

**3. (Previously Presented)** The content reproduction terminal according to Claim 1, wherein each of the first application programs is further operable to cause said execution unit to execute a members-only graphical user interface display.

**4-6. (Canceled)**

**7. (Previously Presented)** The content reproduction terminal according to Claim 1, wherein said terminal body further includes

an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and

said secure device further includes

an operation mode instruction unit operable to, when the inquiry is received, decide the operation mode on the basis of the plurality of sets of membership information and to instruct said terminal body to operate in the decided operation mode,

wherein said operation mode setting unit is operable to set the operation mode on the basis of the instruction as to the operation mode decided by said operation mode instruction unit.

**8. (Previously Presented)** The content reproduction terminal according to Claim 7, wherein said membership information hold unit is operable to hold the plurality of sets of membership information, and

said operation mode instruction unit is operable to, when the inquiry is received, decide the operation mode including a set of membership information that is to be prioritized out of the plurality of sets of membership information.

**9. (Previously Presented)** The content reproduction terminal according to Claim 8, wherein the inquiry includes content information regarding the content to be reproduced, and

said operation mode instruction unit is operable to, when the inquiry is received, decide the operation mode including the set of membership information to be prioritized out of the plurality of sets of membership information, on the basis of the content information included in the inquiry.

**10. (Previously Presented)** The content reproduction terminal according to Claim 1, wherein said terminal body further includes

an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and

said secure device includes:

a membership point storage unit operable to store a membership point value given to the membership user;

a rule storage unit operable to store a rule as to a membership status granted to the membership user according to the membership point value; and

an operation mode instruction unit operable to, when the inquiry is received, decide the operation mode and the membership status on the basis of the plurality of sets of membership information, the membership point value, and the rule, and to instruct said terminal body as to the decided operation mode and the decided membership status,

wherein said operation mode setting unit is operable to set the operation mode on the basis of the instruction as to the operation mode and the membership status decided by the

operation mode instruction unit.

**11. (Previously Presented)** The content reproduction terminal according to Claim 1, wherein said secure device is an IC card, said terminal body further includes an IC card slot into which said IC card is to be inserted, and

said operation mode setting unit is operable to set the operation mode on the basis of an insertion state of said IC card with respect to said IC card slot.

**12. (Currently Amended)** A content reproduction method used by a content reproduction terminal including a terminal body and a secure device that is removable from the terminal body, the secure device having a first storage unit that previously stores first application programs for reproducing content in a members-only operation mode, the terminal body having a second storage unit that previously stores a second application program for reproducing the content in a non-member operation mode, the second application program being different from the first application programs, and the content being video or music of one of a plurality of genres including ~~sport~~, drama, movie, and education, said method comprising:

a membership information hold step of holding, in the secure device, a plurality of sets of membership information which are distributed to a membership user and indicate one or more groups to which the membership user belongs;

an operation mode setting step of setting, in the terminal body, an operation mode on the basis of the plurality of sets of membership information held in said membership information hold step; and

a reproduction step of reproducing, in the terminal body, the content differently depending on a setting result of said operation mode setting step,

wherein each of the groups includes a membership service provider that issues the secure device, and users who have signed up for membership of the membership service provider,

wherein said reproduction step includes:

a selection step of selecting one of the first application programs and the second application program which are stored in the first storage unit and the second storage unit, respectively, in accordance with the setting result; and

an execution step of executing the application program selected in said selection step to reproduce the content,

wherein in said selection step,

a first application program corresponding to a group to which the membership service provider belongs is selected from among the first application programs stored in the first storage unit, when the members-only operation mode is set in said operation mode setting step, the membership service provider providing the content reproduced in said reproduction step, and

the second application program stored in the second storage unit is selected, when the non-member operation mode is set in said operation mode setting step, and

wherein the first application programs and the second application program have a common function of reproducing the content, and are different from each other in that the first application programs are customized so as to cause said execution step to execute a different decorative display for each of the groups to which the membership user belongs when the content is reproduced, each of the first application programs being an application program customized for a corresponding one of the groups indicated by the plurality of sets of

membership information held in said membership information hold step.

**13. (Previously Presented)** A program embodied on a non-transitory computer-readable recording medium for causing a computer to execute said steps included in the content reproduction method described in Claim 12.